

ABSTRACT

The gaming industry has experienced significant growth in recent years. One of the key developments in the industry is the rise of e-sports or electronic sports. This research aims to design a character that serves as an educational tool and campaign to raise awareness about the dangers of trash talking in competitive gaming. Literature reviews and observations were conducted to understand the characteristics of a character that represents trash talking behavior in the media, which will then be analyzed and used as a guide in the character design process for this study. The creation of this character design aims to depict the behavior of players who engage in trash talking in competitive gaming, with the goal of raising awareness about this behavior and preventing it from becoming more ingrained in the competitive gaming community. The phenomenon of trash talking in competitive gaming is no longer foreign to gamers in Indonesia.